

Presentation on the CARPATHIAN TOURISM project and its follow-up – Ágnes Szabó-Diószeghy , Humtour LLC.

Carpathian Convention

Fifth Meeting of the Working Group on Cultural Heritage and Traditional Knowledge

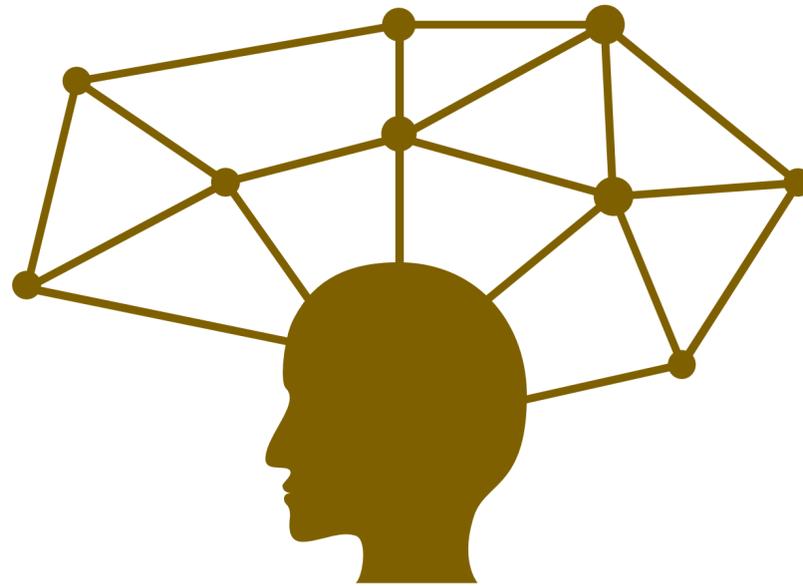
4 -5 April 2018

Szentendre Skansen and Budapest, Hungary



MINISTRY
OF AGRICULTURE





Project goals

Support **local entrepreneurs** to **increase the quality and the visibility of rural tourism and craft initiatives.**

Partners

Secretariat of the Carpathian Convention



#1 Hungary

*Association for Tourism in
the Tisza Plain*



#2 Poland

*Stowarzyszenie
Ekopsychologia*

Project Expert:
Monika Ochwat-Marcinkiewicz

www.ekopsychologia.pl





Partners

#3 Slovakia

*Art and Craft of Stiaavnica
Civil Association*

Project Expert:
SashaSi - Alexandra Sikoraiova

<http://umenievstiaavnici.wixsite.com/home>



#4 Czech Republic

*Tourism Authority of
South Moravia*

Project Expert:
Petr Rysanek

www.ccrjm.cz



The project team

Ecotourism experts

Dr. Tibor Gonda

Lecturer at the University of Pécs in Hungary, head of the Orfű based Association for Tourism Destination Management Organization

Dr. Zoltán Raffay

Lecturer at the University of Pécs in Hungary, renowned English translator of tourism and regional development His main field of research is ecotourism.

Marketing expert

Peter Balog

Consultant, local marketing expert, providing solutions to small companies throughout three continents on how to develop a more effective online marketing strategy.

Organizing Members

Senior Advisor

Dr. Mátyás Szabó

Project Expert

Adrienn Széll

Photographer

Judit Kocsis

Craft Artists

Jan Kvak leather artist

Daniel Lichard potter artist from Banska Stiavnica

Project events



Presentation of the project results on the

**Fifth Meeting of the Conference of the Parties
to the Carpathian Convention UN Environment**

Lillafüred HU on the 11th of October 2017

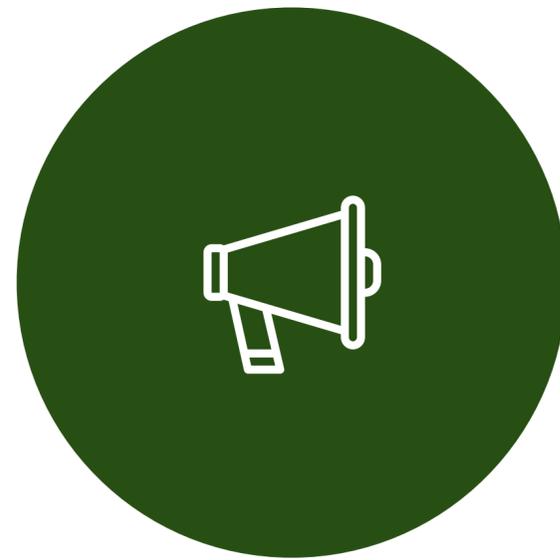
A photograph of a workshop session in a rustic, wood-paneled room. Several people are seated around a large wooden table, engaged in discussion. A projector screen displays a presentation with various charts and text. A whiteboard is visible in the background. The scene is overlaid with a semi-transparent orange filter. The text "Workshop Contents" is centered in white, bold font.

Workshop Contents

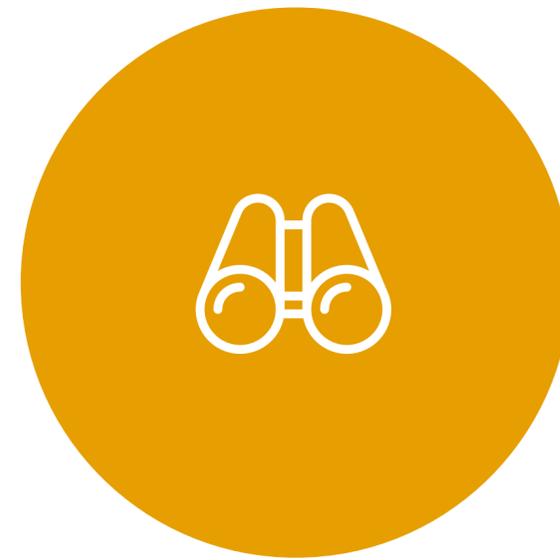
Elements of a workshop



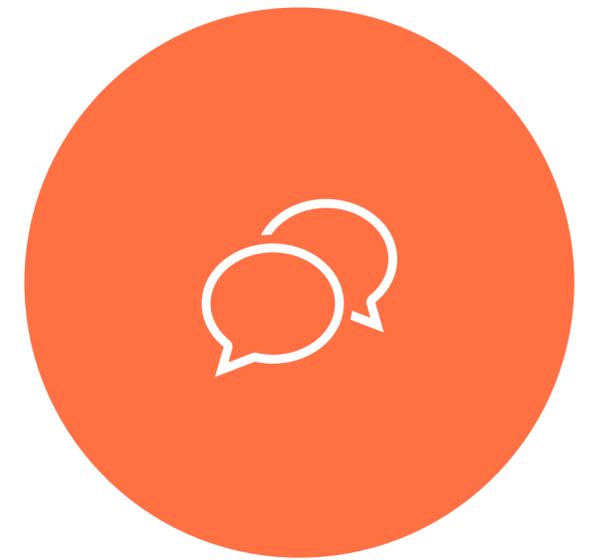
Tourism Modules



Marketing Modules



Study Trips



Consultations



Tourism Modules



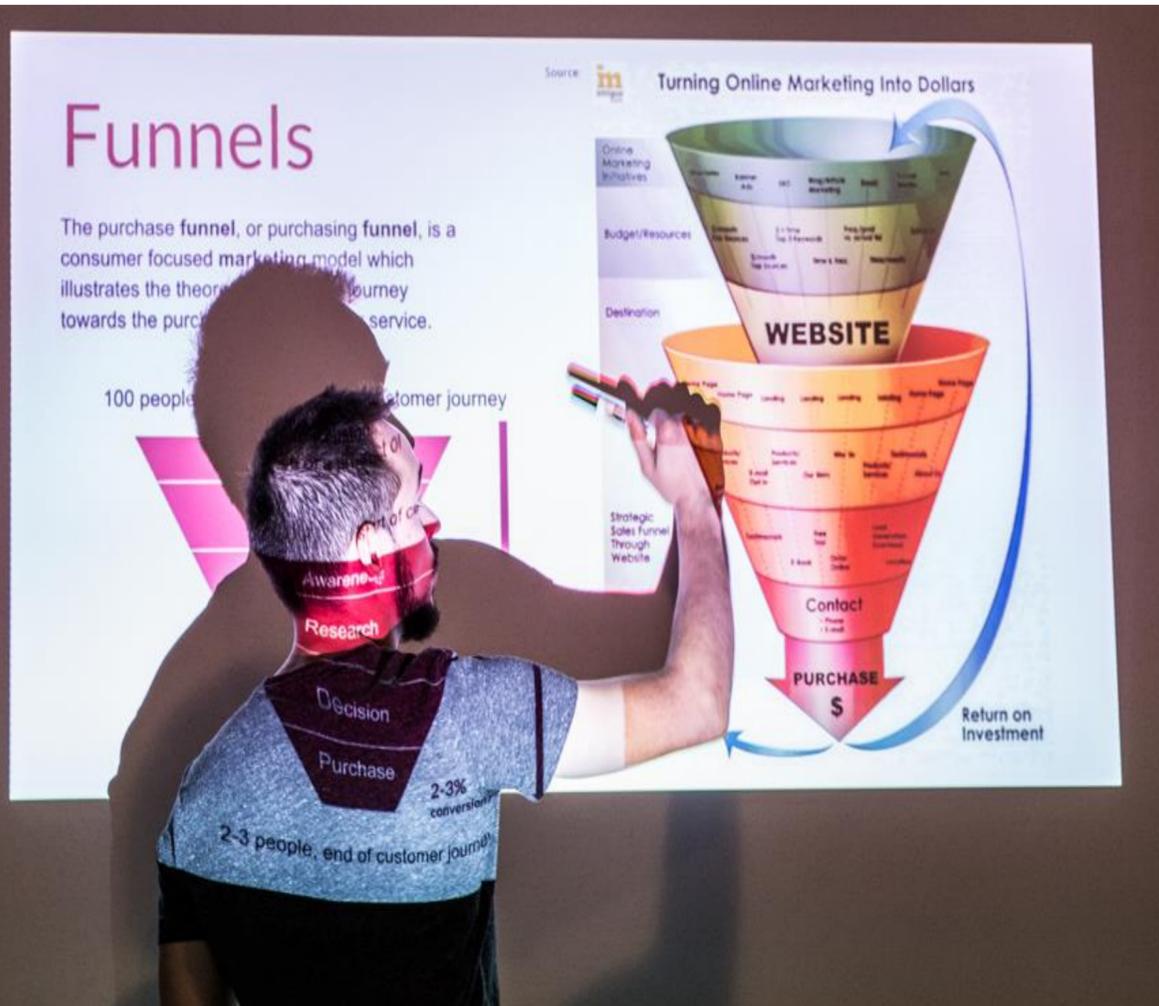
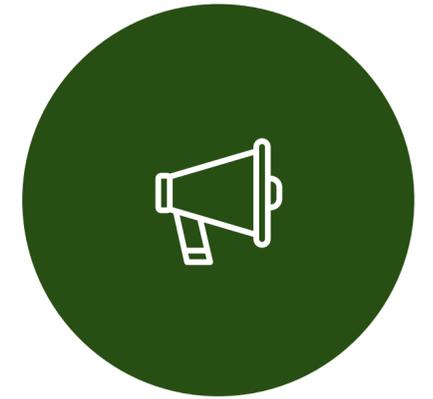
Day 1

- The system of tourism as a sector
- Evolution of modern mass tourism and the globalization of tourism

Day 2

- The tourism product
- Ecotourism

Marketing Modules



Day 1

- Marketing Communication and Global Tourism Trends
- Basics of online tourism marketing communication

Day 2

- Search Engine Marketing, Social Media
- Review management and customer satisfaction

Consultations

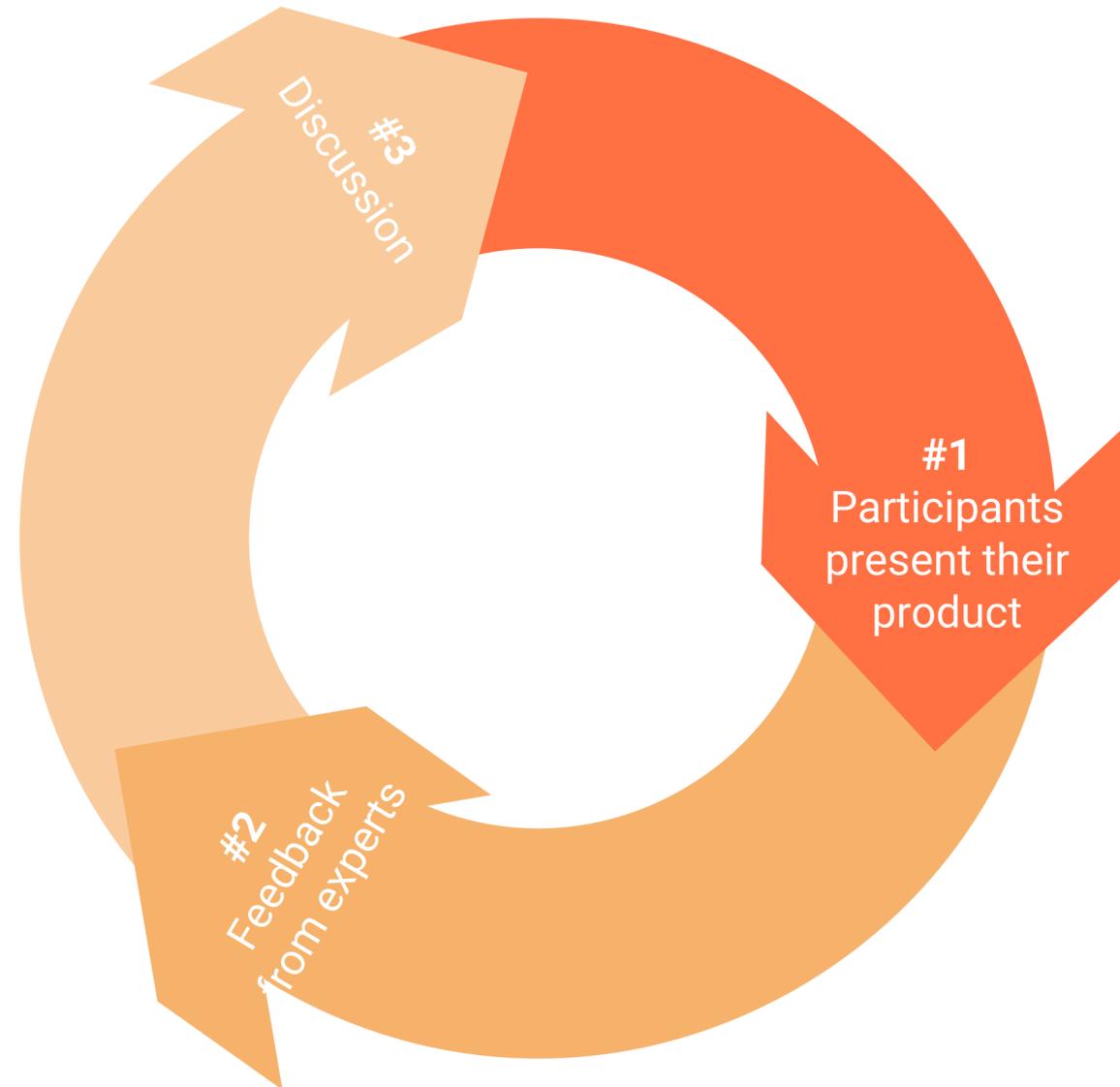


Individual consultation regarding

- business targets
- brand building possibilities

with our experts in a rotation system.

Participants presented their online marketing tools, and together with the experts we analysed how these tools could be improved.





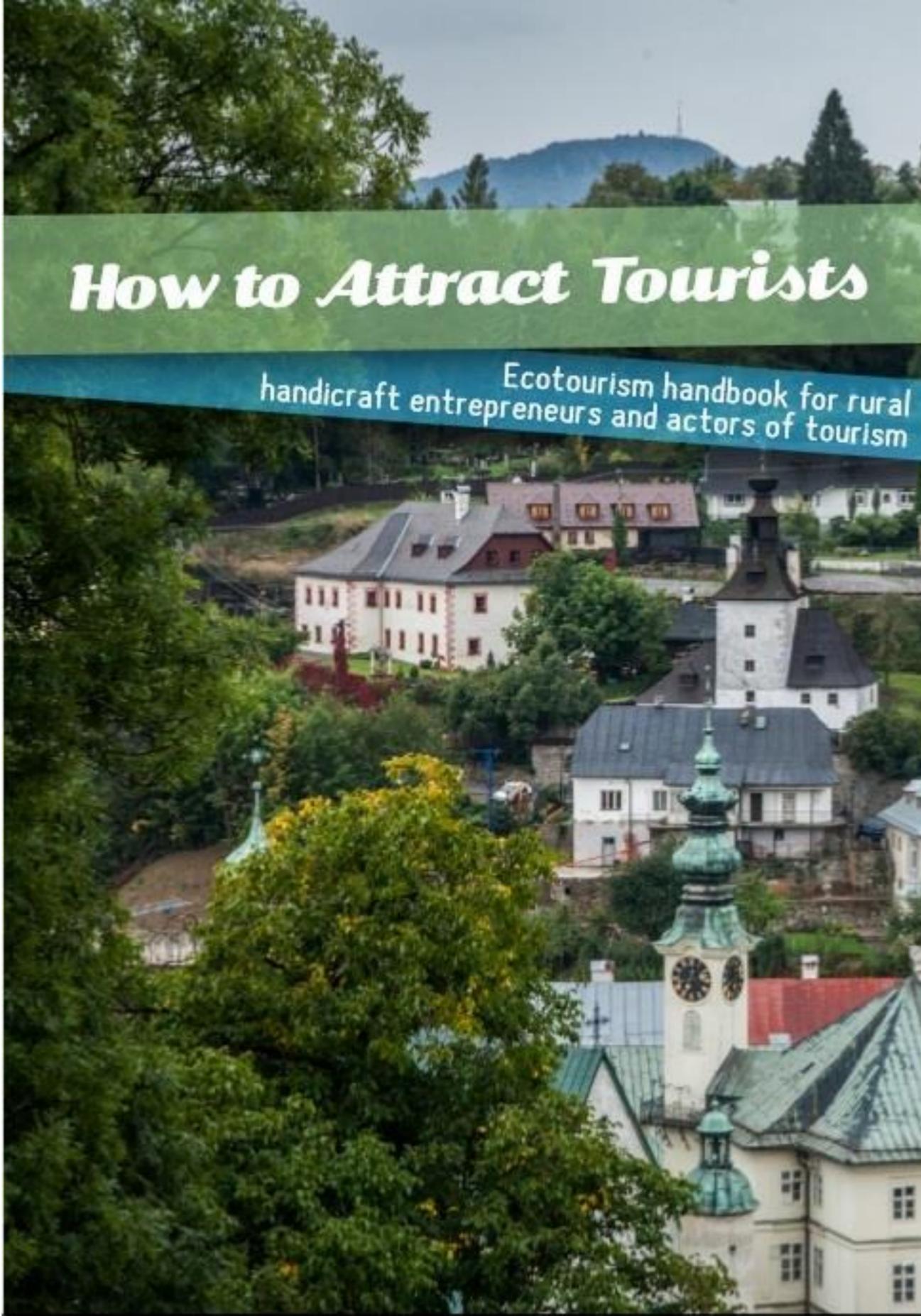
Project outcomes

Ecotourism handbook for rural handicraft entrepreneurs and actors of tourism

A practical guide and sophisticated promotion
material

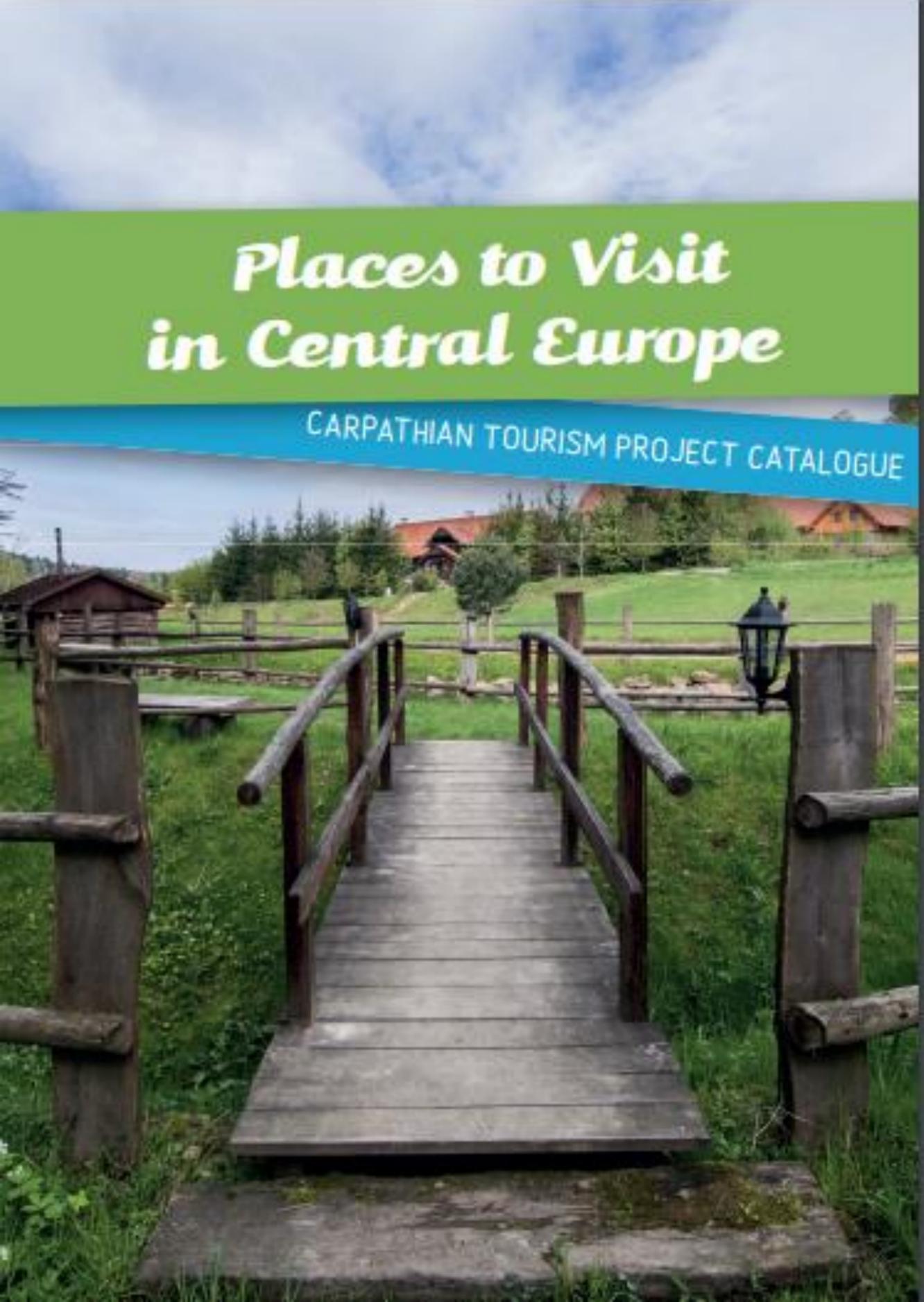
with the aim of distributing rural tourism
development within the CARPATHIAN TOURISM
project

<http://carpathiantourism.humtour.com/booklet/>



How to Attract Tourists

Ecotourism handbook for rural
handicraft entrepreneurs and actors of tourism



*Places to Visit
in Central Europe*

CARPATHIAN TOURISM PROJECT CATALOGUE

CARPATHIAN TOURISM PROJECT CATALOGUE

This catalogue promotes the rural areas of the Visegrád Group countries, the tourism services and products of the project participants and partners.

What's Next?

Follow-up Project

Why is necessary to continue ?

We have got feedbacks during the workshops that:

- support for local entrepreneurs in needed**
- there are missing competences**



Challenges

fresh start

entrepreneurship means a fresh start in the life of many business owners

family business

the whole family depend on the success of the business and success depend on quality of management: pricing, marketing...

competences

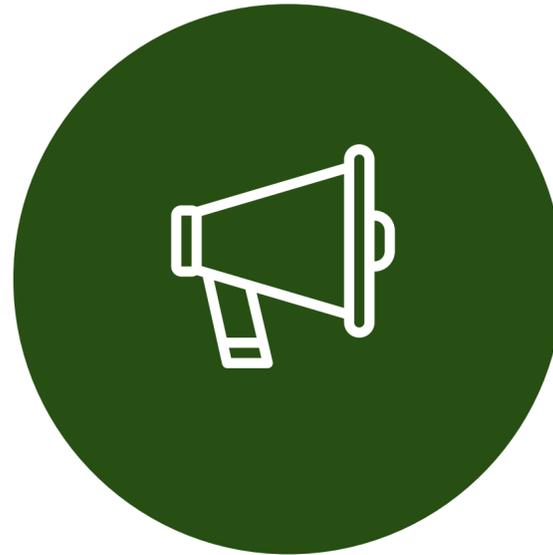
- language barrier
- lack of information about cooperation platforms and space to make connection
- difficulty to use marketing tools

CARPATHIAN TOURISM +

September 2018 - February 2021



**1. Legal advices
and business
management**



2. Marketing



**3. Fundraising and
finance**

4 days workshops for rural tourism entrepreneurs & craft artists

Carpathian Rural and Agritourism Fair 2020

where wholesalers can meet local suppliers

- EXHIBITORS
- DISCUSSIONS AND CONFERENCES WITHIN THE SCOPE OF AGROTRAVEL
- SHOWCASES
- REGIONAL PRODUCTS AND CRAFT FAIR
- WORKSHOPS ON SEARCHING A COMMON BRAND
- B2B
- AWARD FOR THE BEST RURAL DESTINATION IN THE CARPATHIANS
- COMPETITION FOR VISITORS

Still to come

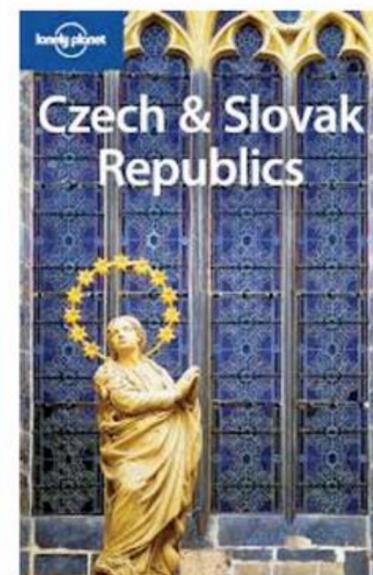
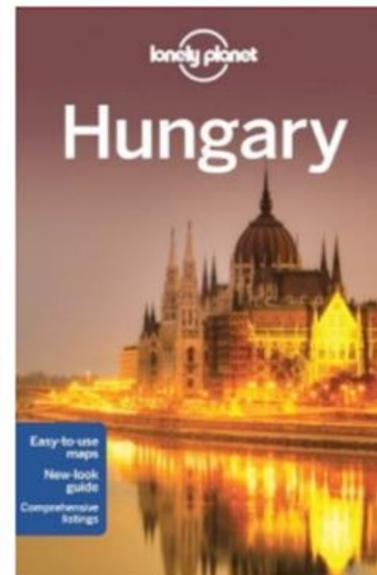
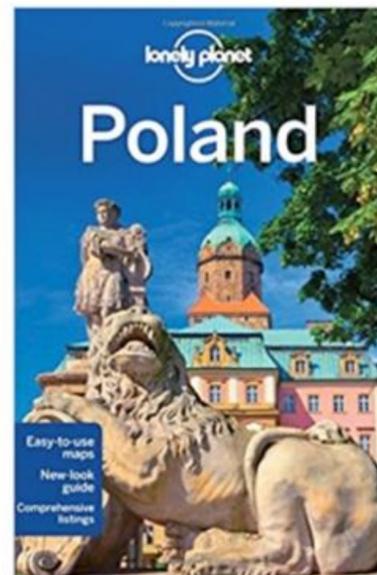
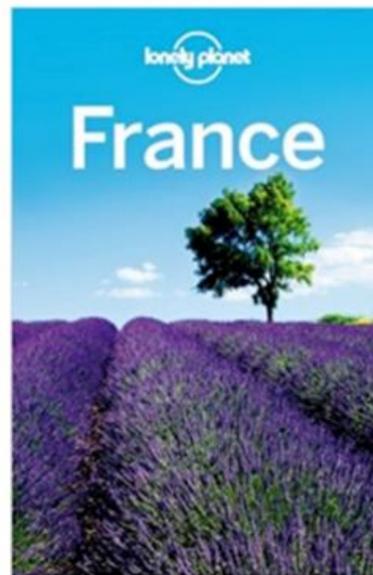


**Apply by the 1st of June to the
Visegrad Strategic Grant**

-
- Visegrad Fund
-
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“

“What represents a country?”



Thank You!

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